

# Long-Term Care Awareness Campaign

## *Own Your Future*

### Campaign Overview

The Long-Term Care Awareness Campaign, “Own Your Future,” is a demonstration project to increase consumer awareness about planning ahead for long-term care. Many people today do not think about their future long-term care needs and therefore fail to plan appropriately. If individuals and families are more aware of their potential need for long-term care, they are more likely to take steps to prepare for the future and determine how they would like their needs to be met. From a public policy perspective, increased planning for long-term care is likely to increase private financing, and may reduce the burden on public financing sources.

### Campaign Activities

**Phase I** began January 2005 in 5 states: Arkansas, Idaho, Nevada, New Jersey and Virginia. Governors from each state sent letters to about 2.1 million households with consumers ages 50 to 70 encouraging them to plan for their aging needs. A Long-Term Care Planning Kit was offered which featured information about ways to plan ahead, legal issues to consider, and how to assess private financing options. The response rate to the direct mail and media campaign was about 8% across these states. Individuals from all demographic segments within the target market found relevance in the campaign.

Following the success of Phase I, the U.S. Department of Health & Human Services (HHS) announced plans in July 2005 to initiate Phase II. The goal of the Campaign is to combine state and federal resources to increase awareness among the American public of the importance of planning ahead for their long-term care needs.

**Phase II** of the demonstration, starting in January 2006, enables three additional states – Kansas, Maryland and Rhode Island to participate. Consumers in the campaign states may order the Long-Term Care Planning Kit by telephone (1-866-PLAN-LTC), business reply card, or at a newly-created consumer website supported by the Administration on Aging ([www.aoa.gov/ownyourfuture](http://www.aoa.gov/ownyourfuture)). Individuals outside the Phase II campaign states can download the Planning Kit at the consumer website.

### Campaign Sponsors

HHS, including the Centers for Medicare & Medicaid Services (CMS), the Office of the Assistant Secretary for Planning & Evaluation (ASPE), and the Administration on Aging (AoA) is working with the National Governors Association, and the National Conference of State Legislatures to sponsor the Campaign. The Campaign represents a unique partnership between the federal government and the states to offer a consistent message about planning ahead for long-term care.

#### Sponsors

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary  
for Planning & Evaluation

Administration on Aging

National Governors Association

National Conference of State Legislatures

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### **Campaign Materials**

The Campaign uses long-term care awareness materials that were designed, tested and approved by HHS as part of an earlier awareness effort. The materials consist of the following pieces:

- \* Brochure (with return postcard) offering the Long-Term Care Planning Kit.
- \* Long-Term Care Planning Kit featuring two elements:
  - A 28-page brochure describing what is, and what is not, covered by public programs related to long-term care. The brochure also describes several ways to plan ahead, addressing legal issues, assessing services, and assessing private financing options.
  - An audio CD with interviews of persons engaged in several different types of long-term care planning activities.

Consumers in campaign states may order the Planning Kit by telephone (1-866-PLAN-LTC), business reply card, or at a newly-created consumer website ([www.aoa.gov/ownyourfuture](http://www.aoa.gov/ownyourfuture)). Individuals outside the Phase II campaign states can download the Planning Kit at the consumer website.

### **State Activities**

The Phase II participating states will compose, print and send a letter from the Governor to every household with a resident ages 50 to 70 (up to a total quantity per state of 1 million), along with the tri-fold brochure offering the Planning Kit. Unlike Phase I, the Phase II campaign will not include a federal media buy, however states may use the TV and radio Public Service Announcement (PSA) created for the Campaign. States are encouraged to identify complementary and sustainable activities around the core Campaign. State specific activities will be designed to take advantage of local resources and information dissemination opportunities. The result will be a state specific plan that provides not only broad education materials (the Long-Term Care Planning Kit) but which also includes state specific resources and referrals.

### **Evaluation and Research**

The Long-Term Care Awareness Campaign is the first effort of its kind to increase public awareness of the need to plan for future long-term care needs. Evaluation activities will be conducted to identify the communication strategies that prove most effective in increasing awareness and promoting increased planning behavior. The lessons gained from the evaluation of the pilot campaign can be used in the design of future long-term care awareness campaigns in other states. Increased interest in promoting long-term care awareness among states is expected as the burden of publicly financed long-term care services under the Medicaid program continues to escalate.

#### **Sponsors**

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary  
for Planning & Evaluation

Administration on Aging

National Governors Association

National Conference of State Legislatures

#### **For more information contact:**

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[hunter.mckay@hhs.gov](mailto:hunter.mckay@hhs.gov) or visit [www.ltaware.info](http://www.ltaware.info). (Summary update prepared 2-1-06)